



OFFICE OF  
THE DIRECTOR

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UNITED STATES INFORMATION AGENCY  
WASHINGTON

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October 20, 1962

SUBJECT: Radio Propaganda Plan

Commencing with President Kennedy's speech to the nation, the Voice of America will broadcast 24 hours a day short wave in Spanish. This will be heard in Cuba as well as the rest of Latin America.

For a maximum saturation program, and in order to minimize the type of confusion which existed during the Hungarian revolution and the Cuban landings, we propose that eight other broadcasting facilities be brought onto the Voice of America network. Five of these are commercially-owned medium wave stations in the United States. A landline from VOA-Washington to the stations can be arranged in a matter of an hour, and we would propose that Spanish programs begin on these stations following the President's speech. It would only be necessary to pre-empt these stations from dusk to dawn since their capability of being heard during the day time in Cuba is just about zero.

We would recommend that the owners of the stations be called by a very senior U.S. official (perhaps the President himself). We have not talked to Mr. Minow about this, but we think he should definitely be consulted before action is taken. One problem to be resolved would be the cost of taking over these stations. Perhaps they would be willing to give up their program time for nothing. On the other hand it might be necessary for the U.S. Government to reimburse them for the losses that they would sustain, especially if the government desired to pre-empt for a considerable period of time. We have no estimate of figures, but they would be high.

Three of the stations involved — WGBS, WMIE, and WKWF — already have Cuban refugee programming/ ] We would (b)(1)(X) request that we be given full program control over these stations. If the refugee programming was in accord with our current objectives we would retain it, otherwise not.

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In the present situation the United States' voice to Cuba should be strong and informational but it should not be inflammatory. Therefore, we believe the whole range of programming should be unified under VOA to achieve this aim.

1. WGBS Miami. Owned by George B. Storer, Jr. and linked to the CBS network. This station already broadcasts two hours a day in Spanish. The station is capable of broadcasting at 50 kilowatts but only broadcasts at 10 kw at night because it is on the same frequency as WOR in New York. We would propose that the station be upped to 50 kw for all nighttime broadcasting and that WOR would be asked to cooperate during the period of the emergency. We know from the systematic questioning of Cuban refugees that WGBS already has a good listenership in Cuba. (b)(1)(a)(5)

2. WMIE Miami. Owned by E. D. Rivers, Sr. This station also has a Spanish program on late at night and early in the morning. (b)(1)(a)(5)

Although the strength of this station is only 5 kw at night, it has a small following in Cuba at this time. Its power should also be upped to 10 kw at night.

3. WSB Atlanta. Owned by the Cox Chain with Leonard Reinsch as Executive Director. This is a 50 kw clear channel station.

4. WWL New Orleans. Owned by Loyola University. Rev. W. Patrick Donnelly, President. This is a 50 kw clear channel station.

5. WKWF Kev West. 1/2 kw. Owned by John M. Spottswood. some Spanish broadcasting late at night. Even though it has a rather small audience in Cuba, it should still be utilized in this plan because of that. (b)(1)(a)(5)

6. WRUL. Headquarters in New York and bought in the last few days by the Mormon Church. It is a short wave broadcasting facility. It currently broadcasts in Spanish to Cuba. It has the second largest audience in Cuba after VOA according to refugee interviews at Opa Locka. We would recommend that WRUL carry the VOA programming 24 hours a day. (b)(1)(a)(5)

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7. Armed Forces Radio Guantanamo Bay. This equipment, used for broadcasting on the Guantanamo Base, could easily pick up the short wave VOA show and relay it live. We believe it would probably attract a considerable listenership in the Santiago area. Undoubtedly the local base might want to interrupt the Spanish program from time to time with English news for the American military listeners.

8. Radio Americas — formerly called Radio Swan

In an effort of this type, uniformity is essential and therefore, we would advocate Radio Americas pick up and re-broadcast the entire VOA program. (b)(1)(2)(6)

9. On Monday, October 22, a new 50 kw medium wave USIA transportable transmitter will be tested for the first time in Dallas, Texas. If it tests out successfully, it will be available for use within several days. This unit can be transported on three C 124's. There would be two possible locations for it: the Florida Keys or Guantanamo. Wherever it is set up, there would undoubtedly be some interference on U.S. stations operating in the same frequency range. However this, too, could presumably be arranged by Mr. Minow.



Donald M. Wilson  
Acting Director

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